

Message Text

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11

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 TRSE-00 OMB-01 CIAE-00 INR-07

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R 142250Z JAN 76

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 8655

USDOC WASHDC

USIA WASHDC

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 0370

FOR: WASHINGTON COMMERCIAL ACTION GROUP (WCAG) FOR ECUADOR

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: MONTHLY MEETING OF COUNTRY COMMERCIAL ACTION GROUP
(CCAG)

REF: QUITO 9473

1. THE CCAG MET ON JANUARY 14. THE MEETING WAS DEVOTED ENTIRELY TO A DISCUSSION OF PROPOSALS FOR THE FY 1977 CCP. RESULTS WILL BE REPORTED IN FULL AS PART OF EMBASSY'S RESPONSE TO STATE A-7369 (WHICH CALLS FOR THE EMBASSY TO SUBMIT ITS PROPOSALS RE THE FY 1977 CCP BY JANUARY 23).

BRIEFLY STATED, THE CCAG AGREED THAT:

(A) THE FY 1977 CAMPAIGNS SHOULD BE ESSENTIALLY A CONTINUATION OF THOSE CURRENTLY UNDER WAY FOR FY 1976, EXCEPT THAT THE CAMPAIGN RE AVIATION ELECTRONICS IS EITHER TO BE BROADENED OR DROPPED, DEPENDING ON FURTHER CONSIDERATION OF THIS DURING THE NEXT FEW DAYS;

(B) THE MAIN NON-CAMPAIGN INITIATIVE (NCI) SHOULD BE PARTICIPATION IN THE 1977 GUAYAQUIL INTERNATIONAL FAIR, BUT SUCH PARTICIPATION SHOULD BE OFFICIAL AND NOT ON A "DO-IT-YOURSELF" BASIS; AND

(C) THE MARKET ANALYSIS UNITS IS TO CARRY OUT AT LEAST
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THREE POST-INITIATED MARKET SURVEYS ON SECTORS NOT

RELATED TO FY 1977 CAMPAIGNS, IN ORDER TO DETERMINE WHETHER THE INVESTIGATED SECTORS SHOULD BE MADE THE SUBJECTS OF FY 1978 CAMPAIGNS. THE CCAG ALSO AGREED ON A NUMBER OF OTHER NCI'S TO BE INCLUDED IN THE FY 1977 CCP.

2. THE CCAG MEETINGS, WHICH HERETOFORE HAVE BEEN MONTHLY, WILL BE QUARTERLY HEREAFTER, WITH THE NEXT SCHEDULED MEETING TO BE IN APRIL. HOWEVER, THE PROGRESS OF THE CCP WILL CONTINUE TO BE MONITORED AT WEEKLY MEETINGS OF THE ECONOMIC/COMMERCIAL COUNSELOR, THE COMMERCIAL ATTACHE AND EACH QUITO-BASED CAMPAIGN MANAGER.

3. BECAUSE A-7369 WAS NOT RECEIVED UNTIL JANUARY 5, THE PROPOSALS CANNOT BE FULLY DEVELOPED IN TIME TO MEET THE JANUARY 23 TARGET DATE. AT MOST THERE WILL BE A TWO-WEEK DELAY.
HEMENWAY

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